

# DISCOUNT:

- Pre-application discount: 5% in case of application until 16th October 2009.

Discount is only for place fees.

Our professional partners:



## BOOK YOUR EXHIBITION PLACE RIGHT NOW

THE TRAVEL EXHIBITION TEAM HELPS  
YOU IN THE PREPARATIONS.

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4 days,  
an ocean of  
destinations



THE OPENING EVENT OF THE SEASON  
THE BIGGEST TRAVEL AGENCY OF HUNGARY

# TRAVEL

33rd International Tourism Exhibition

4-7th March 2010



A PROMINENT EVENT OF TOURISM TRADE

## THE LEADING TOURISM FAIR OF EAST-CENTRAL-EUROPE

**ITS SUCCESS IN NUMBERS IN 2009...**

- ...more than 42,000 visitors
- ...more than 3900 interested professionals
- ...more than 15,000 m<sup>2</sup>
- ...more than 800 exhibitors
- ...more than 200 news in media
- ...more than 330,000 EUR value of media campaign

### NEW WHAT'S NEW IN 2010

- Co-operation with the Hotel Association of Hungary, introduction of new, opening hotels
- Tourism Job Fair
- "Világjáró" Club (World Trakker Club) screening series
- Introduction of Europe's Cultural Capitals in 2010: Pécs, Istanbul, Essen
- Colourful music-dance programmes on stage

### SAME TIME PROGRAMMES

- 2nd European Leader Expo: more countries, more spectacles, more taste
- STELLA Fashion Forum: journey in the world of fashion
- CARAT: journey in the world of sparkle

Guest of honour:



Source: Culture and Tourism Ministry of Republic of Turkey

Emphasized inland topic: **Year of Festivals**



Promising destination: **India**



Source: India Tourism Office

## THE WIDEST COMMUNICATION:

- Commercial TV channels
- The more widely known radio stations
- Billboards and other street posters
- Daily and weekly papers, travel and women magazines, professional papers
- News websites, communal sites, web pages for women
- Email messages for thousands of addresses
- Own homepage of the exhibition
- Agreements with supporters from media side



## TOOLS FOR YOUR SUCCESSFUL PARTICIPATION IN THE EXHIBITION

- "Ticket voucher": an e-ticket convertible for a free entrance ticket
- Possibility for uploading company information and pictures on the exhibition's webpage
- Programmes promoted on our homepage
- Advertisement in the magazine-catalogue
- Commercial on the exhibition webpage
- VIP Lounge for the comfortable negotiations
- Webspot for the motivation of the visitors

For more advertisement opportunities please contact our exhibition organisers.